



Pink Parking accommodates cars and coaches

The Wembley way

Special Projects Award Pink Parking, Wembley Park

The Wembley Park Pink Parking project comprises a multi-storey car park and a decked coach park. It is part of the Wembley Park development that will deliver over 8,500 residential apartments alongside 21 acres of public realm, including a 42-acre park.

Pink Parking is Europe's first multi-storey steel-framed coach and car park. At full capacity, it can accommodate up to 16,500 visitors. The open deck of the coach park will also serve as the location of broadcasting vehicles for events at Wembley Stadium.

The Pink Parking name comes from the principle that all the public and event day parking areas at Wembley Park all have a colour prefix. Football stadia around Europe for UEFA and the World for FIFA all have the same designation of four colour



HUBER's Markus Lauble, Julian Schenk, Tomer Meiom, Nathaniel Parker and Timo Königs with Dr Xand and Stewart Clure from sponsor Debt Recovery Plus

MATTHEW WALKER PHOTOGRAPHY



The external graphics of Madonna and Freddie Mercury

quadrants: Red, Yellow, Green and Blue. Wembley Park developer Quintain opted to give the new facility a memorable name, hence Pink Parking.

The scheme received two Special Project Awards

Engineering a multi-storey coach park

Pink Parking is Europe's first multi-storey steel coach and car park. HUBER Car Park Systems has described designing and building a structure that can house 290 coaches and 733 cars akin to creating a "roll-on/roll-off" ferry on dry land.

Public art and wayfinding graphics

Getting thousands of fans to and from Wembley Stadium needs excellent wayfinding signage. Inside Pink Parking a bespoke wayfinding solution was designed using grey and pink supergraphics on columns, floors and walls.

Outside, there are giant pink LED silhouettes of people associated with Wembley, including Bobby Moore, Nelson Mandela, Anthony Joshua, Madonna and Freddie Mercury. These were designed by the artist Wayne Hemingway.

This award was presented to HUBER Car Park Systems, Quintain, Hemingway Design and Potter Church & Holmes Architects.



Mark Potter, Steven Jones and Polly Church of Potter, Church & Holmes Architects with Dr Xand and sponsor DRP's Stewart Clure

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